W. Morgan

AEROSPACE RESEARCH APPLICATIONS CENTER

QUARTERLY REPORT

SECOND QUARTER 1969

NASA CONTRACT NSR 15-003-076

AUG 1969
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by

Joseph DiSalvo
Director

AEROSPACE RESEARCH APPLICATIONS CENTER

July 30, 1969

Aerospace Research Applications Center
Indiana University Foundation
Bloomington, Indiana 47401

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AEROSPACE RESEARCH APPLICATIONS CENTER

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This is a quarterly report for NASA Contract NSR 15-003-076 for the second quarter of 1969. This report is the first one which is being written in the standardized format as suggested for reporting by Regional Dissemination Centers (RDC) using the RDC Statistical Progress Indicator forms. In a further effort to make ARAC reports consistent with those of the other RDC's and to preserve continuity, this report contains information for all four quarters of 1968 and the first quarter of 1969 in the RDC Statistical Progress Indicator format.

Expansion of the ARAC user base during the second quarter of 1969 continued at the same high rate as experienced during the first quarter. This higher rate of client aquisition by the ARAC staff seems to be traceable primarily to a special project contract which ARAC is currently executing. The project involves frequent travel by members of the ARAC technical and marketing staff to nearby industrial centers in the Midwest in order to work closely with a selected group of ten smaller businesses. The process of doing this travel on the project provides an opportunity for the ARAC staff members to visit prospective clients in these cities whose interest in the ARAC activities has been previsouly stimulated by direct mail campaigns. Personal visits as follow-up to mailings seems to be the most effective method of expanding the ARAC user base at the current time. The progress made to date this year is indicated in the table on

page three as well as some historical data on ARAC annual clients renewals.

Although the RDC Statistical Progress Indicator forms in this report provide a wealth of data on ARAC operations for the past quarter, the table on page four is a carry-over from the previous format of ARAC reports. Essentially, this table is a listing of demand services generated by the various ARAC service elements and should be of interest to the sponsor as well as other readers. The remainder of this particular report is devoted toward bringing ARAC data up to date via the RDC Statistical Progress Indicator forms.

SUMMARY OF ARAC CLIENT HISTORY

	1963	1964	1965	1966	1967	1968	1969*
Client Companies at Beginning of Year	0	29	33	44	48	67	73
New Clients Added	29	7	13	11	22	16	23
Memberships Terminated	0	3	2	7	3	10	2
Member Clients at Year's End	29	33	44	48	67	73	94
Net Gain in Clients	29	4	11	4	19	6	21
Percent of Clients Renewed	N/A	90%	94%	68%	94%	85%	--

*Data in this column is for First & Second Quarter 1969 only.

ARAC ACTIVITY SUMMARY & TRENDS

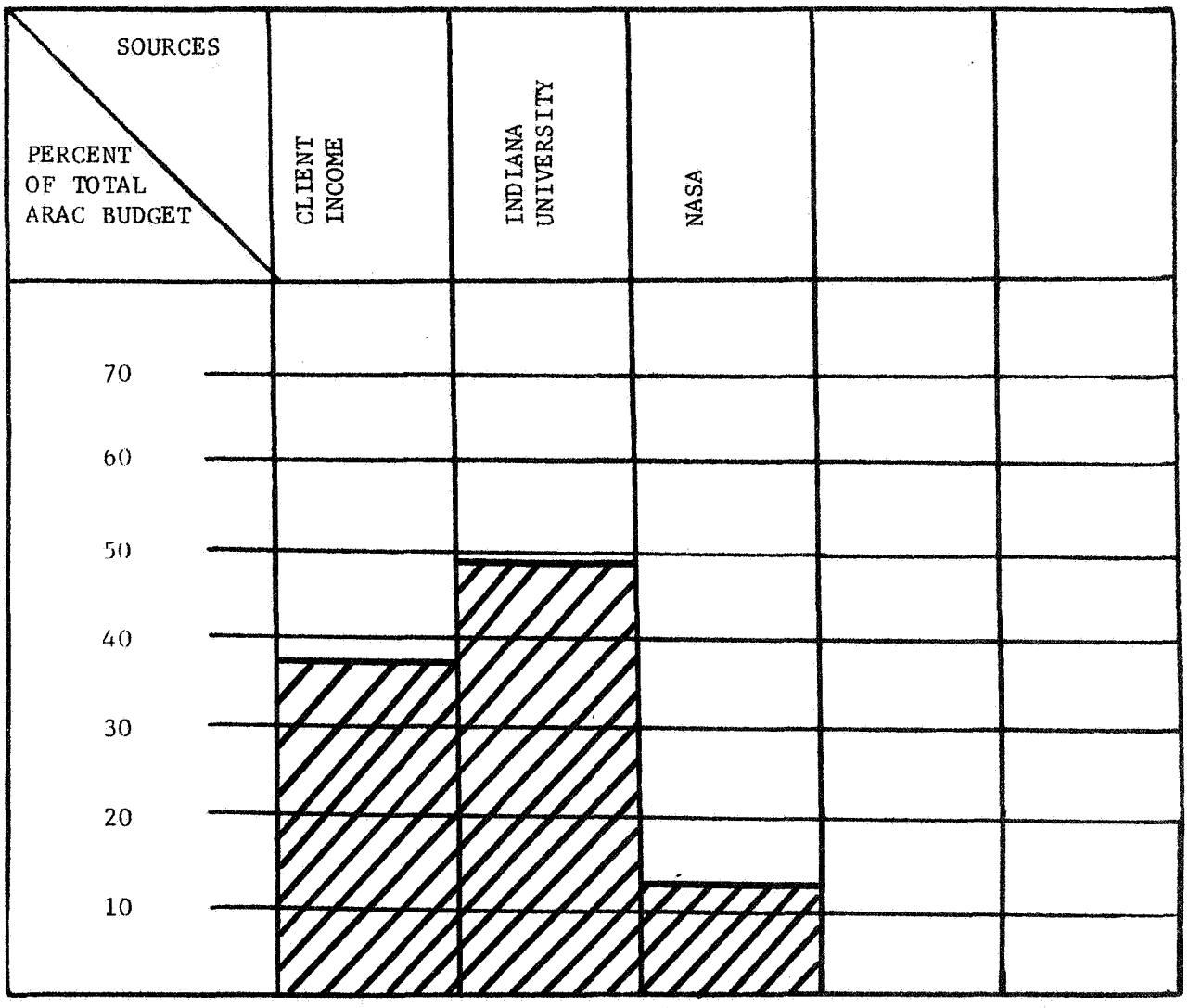
	3rd Quarter 1968	4th Quarter 1968	1st Quarter 1969	2nd Quarter 1969
Retrospective Search Service	38	74	61	84
Computer Information Service Programs	15	16	20	107
Selective Dissemination Service Documents	790	869	826	484
Other Documents (TSP's, reports of unknown origin, etc.)	730	618	811	948
Marketing Information Service Documents	580	403	281	83
Retrospective Search Service Documents	9	29	105	50
Industrial Applications Service Documents	1216	1363	1489	1524

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: FIRST, 1968

1. ARAC INCOME BY SOURCE



2. ARAC INTERNAL ALLOCATION OF CLIENT INCOME (PERCENTAGES)

COMPUTER OPERATIONS	5	MARKETING	0
ENGINEERING OPERATIONS	79	ADMINISTRATION	7
ACCOUNTING & INVOICING	9	NEW PRODUCT DEVELOPMENT	0

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: FIRST, 1968

3. MEMBER CLIENTS BY SIC CODE

1311	2
2812	1
2818	1
2819	4
2834	2
2851	0
3069	1
3079	2
3221	3
3291	1
3429	1
3431	1
3442	1
3443	1
3494	1
3499	1
3519	1
3522	0
3531	2
3541	1
3542	1
3548	1
3561	1
3564	1
3573	1
3611	3
3621	2
3622	1
3662	1
3674	2
3679	5
3714	4
3742	1
3821	2
3822	1
3861	3
4811	0
4911	2
4923	1
5092	1
5096	2
7391	1
8911	1
N/A	5
TOTAL	71

4. AD HOC USERS BY SIC CODE

1311	2
2812	
2818	
2819	3
2834	
2851	1
3069	2
3079	
3221	
3291	
3429	
3431	
3442	1
3443	
3494	
3499	
3519	
3522	3
3531	
3541	
3542	1
3548	1
3561	1
3564	
3573	
3611	1
3621	
3622	
3662	
3674	
3679	5
3714	2
3742	
3821	
3822	
3861	1
4811	
4911	
4923	
5092	2
5096	2
7391	1
8911	
N/A	12
TOTAL	41

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: FIRST, 1968

5. ARAC CLIENT COMPOSITION--ANNUAL AND AD HOC USERS

SIZE*	NO. COMPANIES
LARGE	52
SMALL	19
TOTAL	71

*Dividing point is 500 employees.

6. ARAC MARKETING APPROACHES (PROSPECTIVE USERS)

TYPE APPROACH	OCCURRENCES
DIRECT MAIL	126
PERSONAL PRESENTATIONS	14
GROUP PRESENTATIONS	3
PROFESSIONAL MEETING PRESENTATIONS	1
ADVERTISEMENTS	1
TELEPHONE	165
ARTICLES, T.V. INTERVIEWS, ETC.	1

7. MARKET & SERVICE CONTACTS (PRESENT CLIENTS)

TYPE OF CONTACT	ARAC TECHNICAL STAFF	ARAC MARKETING STAFF
MAIL	96	18
TELEPHONE	117	17
VISIT	21	6

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: FIRST, 1968

8. HARD COPY & MICROFICHE ISSUED BY STAR/IAA CATEGORY

CATEGORY	CATEGORY TITLE	HC	MF	TOTALS
01	Aerodynamics	35	6	41
02	Aircraft	73	28	101
03	Auxiliary Systems	201	15	216
04	Biosciences	74	13	87
05	Biotechnology	152	18	170
06	Chemistry	189	12	201
07	Communications	65	34	99
08	Computers	171	4	175
09	Electronic Equipment	103	13	116
10	Electronics	63	16	79
11	Facilities, Research and Support	130	2	132
12	Fluid Mechanics	91	4	95
13	Geophysics	78	11	89
14	Instrumentation and Photography	300	19	319
15	Machine Elements and Processes	532	44	576
16	Masers	139	45	184
17	Materials, Metallic	390	12	402
18	Materials, Nonmetallic	236	7	243
19	Mathematics	280	11	291
20	Meteorology	64	7	71
21	Navigation	60	6	66
22	Nuclear Engineering	49	8	57
23	Physics, General	69	9	78
24	Physics, Atomic, Molecular & Nuclear	61	4	65
25	Physics, Plasma	36	3	39
26	Physics, Solid-State	141	16	157
27	Propellants	60	3	63
28	Propulsion Systems	54	3	57
29	Space Radiation	15	1	16
30	Space Sciences	58	1	59
31	Space Vehicles	25	0	25
32	Structural Mechanics	180	6	186
33	Thermodynamics and Combustion	34	3	37
34	General	90	9	99
	TOTALS	4298	393	4691

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: FIRST, 1968

9. SUMMARY OF NOTIFICATIONS AND DOCUMENTS DISSEMINATED

TOTAL NOTIFICATIONS ANNOUNCED* (Includes Tech Briefs, Abstracts, & ARAC-written Summaries)	REPORTS DISSEMINATED (Includes H.C. & M.F. Documents, TSP'S, Reprints, & Articles)
161,000	4,691

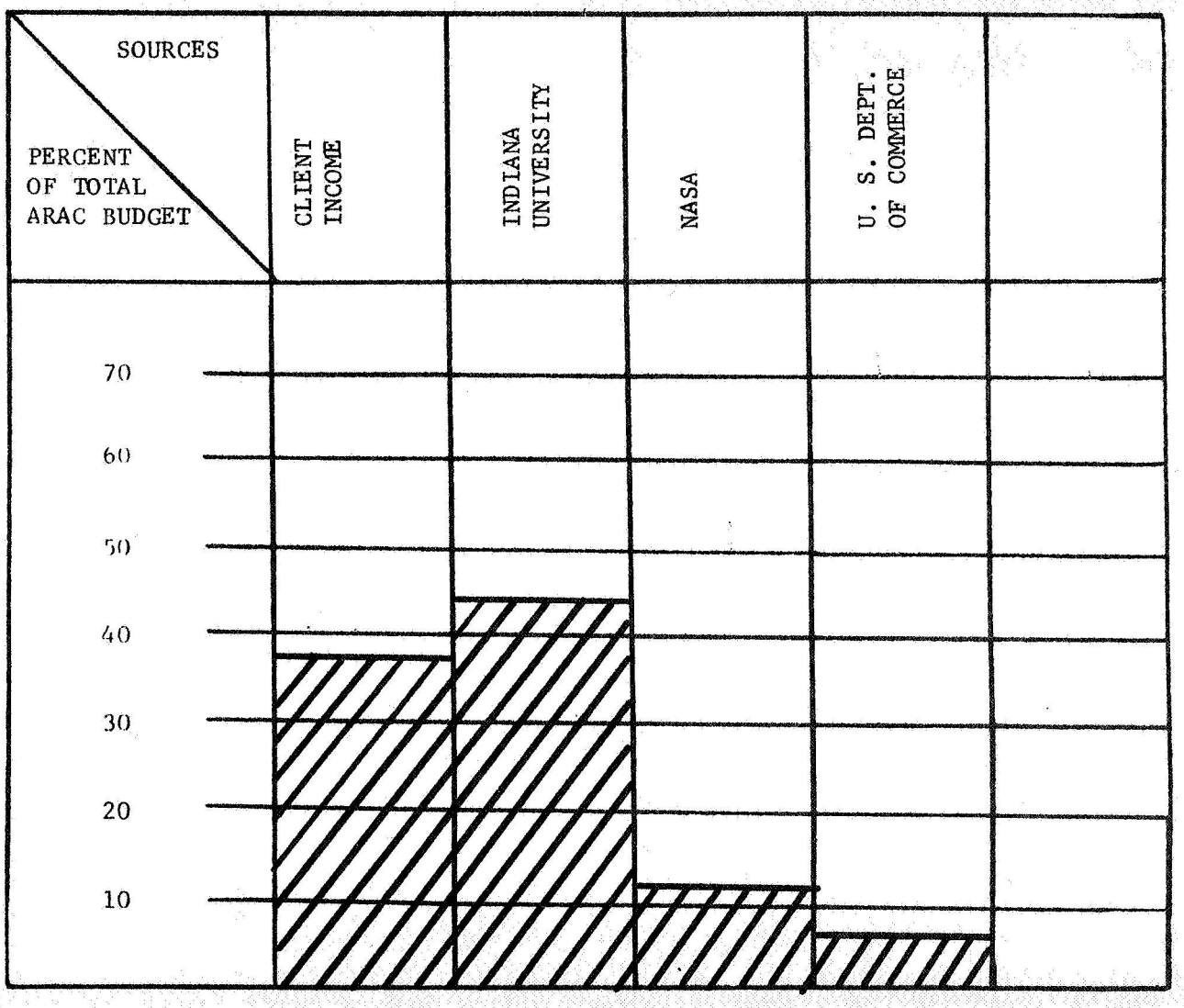
*Rounded off to nearest thousand.

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: SECOND, 1968

1. ARAC INCOME BY SOURCE



2. ARAC INTERNAL ALLOCATION OF CLIENT INCOME (PERCENTAGES)

COMPUTER OPERATIONS	12	MARKETING	0
ENGINEERING OPERATIONS	78	ADMINISTRATION	4
ACCOUNTING & INVOICING	6	NEW PRODUCT DEVELOPMENT	0

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: SECOND, 1968

3. MEMBER CLIENTS BY SIC CODE

1311	2
2812	1
2818	1
2819	4
2834	2
2851	0
3069	1
3079	2
3221	3
3291	1
3429	1
3431	1
3442	1
3443	1
3494	1
3499	1
3519	1
3522	0
3531	2
3541	1
3542	1
3548	1
3561	1
3564	1
3573	1
3611	3
3621	2
3622	1
3662	1
3674	2
3679	5
3714	4
3742	1
3821	2
3822	1
3861	3
4811	0
4911	2
4923	1
5092	1
5096	2
7391	1
8911	1
N/A	5
TOTAL	71

4. AD HOC USERS BY SIC CODE

1311	2
2812	
2818	
2819	3
2834	
2851	
3069	2
3079	1
3221	
3291	
3429	
3431	
3442	1
3443	
3494	
3499	1
3519	
3522	
3531	1
3541	1
3542	
3548	
3561	
3564	
3573	
3611	
3621	
3622	
3662	
3674	
3679	4
3714	1
3742	
3821	
3822	
3861	1
4811	
4911	
4923	
5092	2
5096	2
7391	1
8911	
N/A	9
TOTAL	32

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: SECOND, 1968

5. ARAC CLIENT COMPOSITION--ANNUAL AND AD HOC USERS

SIZE*	NO. COMPANIES
LARGE	53
SMALL	18
TOTAL	71

*Dividing point is 500 employees.

6. ARAC MARKETING APPROACHES (PROSPECTIVE USERS)

TYPE APPROACH	OCCURRENCES
DIRECT MAIL	103
PERSONAL PRESENTATIONS	29
GROUP PRESENTATIONS	4
PROFESSIONAL MEETING PRESENTATIONS	0
ADVERTISEMENTS	2
TELEPHONE	74
ARTICLES, T.V. INTERVIEWS, ETC.	4

7. MARKET & SERVICE CONTACTS (PRESENT CLIENTS)

TYPE OF CONTACT	ARAC TECHNICAL STAFF	ARAC MARKETING STAFF
MAIL	119	63
TELEPHONE	140	24
VISIT	65	4

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RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: SECOND, 1968

8. HARD COPY & MICROFICHE ISSUED BY STAR/IAA CATEGORY

CATEGORY	CATEGORY TITLE	HC	MF	TOTALS
01	Aerodynamics	20	4	24
02	Aircraft	51	2	53
03	Auxiliary Systems	121	8	129
04	Biosciences	33	4	37
05	Biotechnology	89	7	96
06	Chemistry	110	12	122
07	Communications	67	4	71
08	Computers	125	4	129
09	Electronic Equipment	80	7	87
10	Electronics	46	6	52
11	Facilities, Research and Support	60	4	64
12	Fluid Mechanics	35	4	39
13	Geophysics	50	1	51
14	Instrumentation and Photography	189	12	201
15	Machine Elements and Processes	401	12	413
16	Masers	124	13	137
17	Materials, Metallic	278	15	293
18	Materials, Nonmetallic	169	4	173
19	Mathematics	125	11	136
20	Meteorology	26	1	27
21	Navigation	30	9	39
22	Nuclear Engineering	29	13	42
23	Physics, General	27	6	33
24	Physics, Atomic, Molecular & Nuclear	21	7	28
25	Physics, Plasma	19	2	21
26	Physics, Solid-State	109	16	125
27	Propellants	20	3	23
28	Propulsion Systems	24	2	26
29	Space Radiation	10	4	14
30	Space Sciences	50	1	51
31	Space Vehicles	10	0	10
32	Structural Mechanics	129	14	143
33	Thermodynamics and Combustion	31	7	38
34	General	60	3	63
	TOTALS	2768	222	2990

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RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: SECOND, 1968

9. SUMMARY OF NOTIFICATIONS AND DOCUMENTS DISSEMINATED

TOTAL NOTIFICATIONS ANNOUNCED* (Includes Tech Briefs, Abstracts, & ARAC-written Summaries)	REPORTS DISSEMINATED (Includes H.C. & M.F. Documents, TSP'S, Reprints, & Articles)
172,000	2,990

*Rounded off to nearest thousand.

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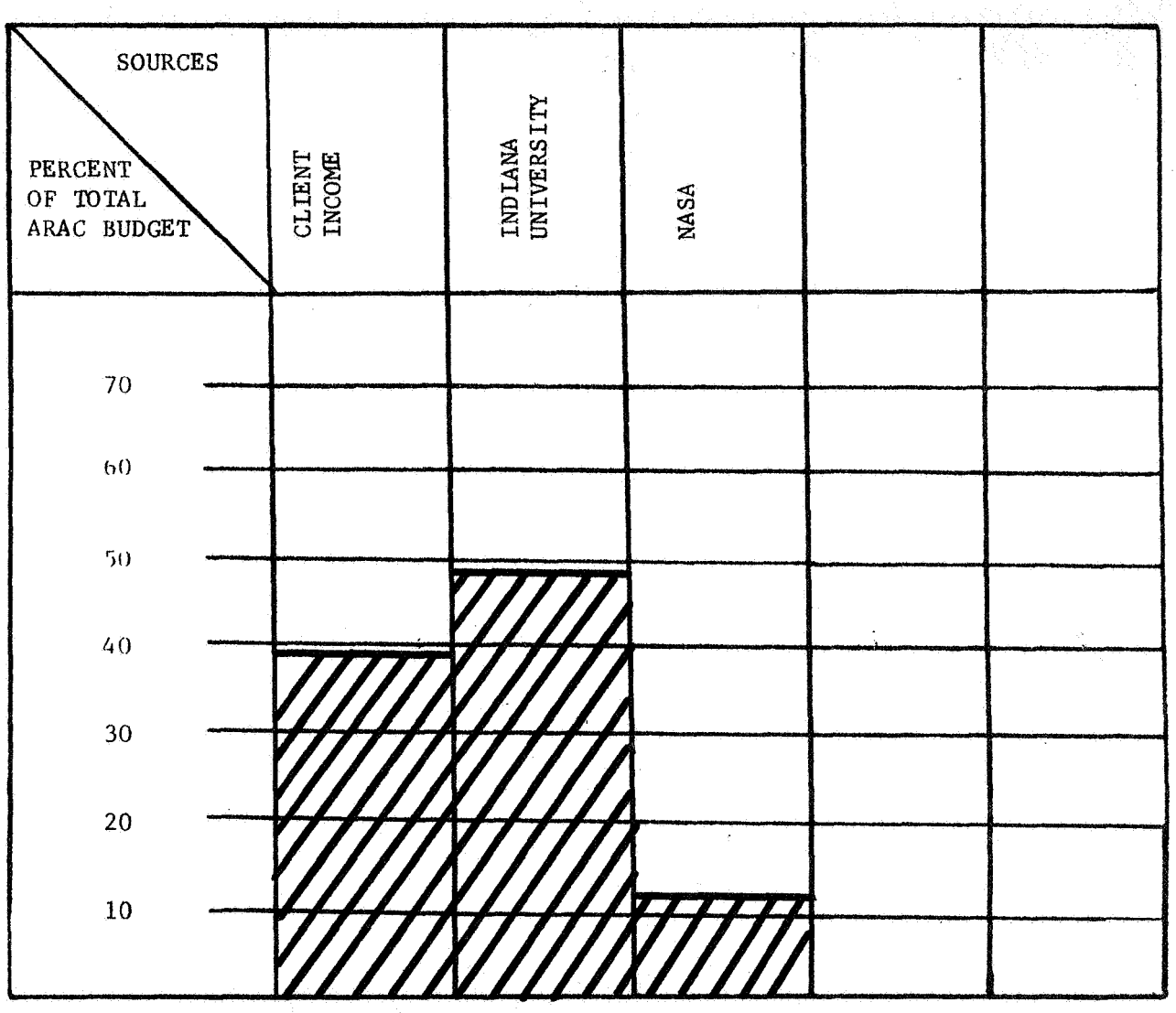
RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: THIRD, 1968

1. ARAC INCOME BY SOURCE



2. ARAC INTERNAL ALLOCATION OF CLIENT INCOME (PERCENTAGES)

COMPUTER OPERATIONS	14	MARKETING	0
ENGINEERING OPERATIONS	77	ADMINISTRATION	3
ACCOUNTING & INVOICING	6	NEW PRODUCT DEVELOPMENT	0

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: THIRD, 1968

3. MEMBER CLIENTS BY SIC CODE

1311	2
2812	1
2818	1
2819	4
2834	2
2851	0
3069	1
3079	2
3221	3
3291	1
3429	1
3431	1
3442	1
3443	1
3494	1
3499	1
3519	1
3522	0
3531	2
3541	1
3542	1
3548	1
3561	1
3564	1
3573	1
3611	3
3621	2
3622	1
3662	1
3674	2
3679	5
3714	4
3742	1
3821	2
3822	1
3861	3
4811	0
4911	2
4923	1
5092	1
5096	2
7391	1
8911	1
N/A	5
TOTAL	71

4. AD HOC USERS BY SIC CODE

1311	2
2812	1
2818	
2819	3
2834	
2851	
3069	2
3079	1
3221	
3291	
3429	
3431	
3442	1
3443	
3494	
3499	1
3519	
3522	
3531	1
3541	1
3542	
3548	
3561	
3564	
3573	
3611	
3621	
3622	
3662	
3674	
3679	16
3714	12
3742	
3821	
3822	
3861	
4811	
4911	
4923	
5092	2
5096	
7391	
8911	
N/A	11
TOTAL	56

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RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: THIRD, 1968

5. ARAC CLIENT COMPOSITION--ANNUAL AND AD HOC USERS

SIZE*	NO. COMPANIES
LARGE	54
SMALL	17
TOTAL	71

*Dividing point is 500 employees.

6. ARAC MARKETING APPROACHES (PROSPECTIVE USERS)

TYPE APPROACH	OCCURRENCES
DIRECT MAIL	7042
PERSONAL PRESENTATIONS	27
GROUP PRESENTATIONS	3
PROFESSIONAL MEETING PRESENTATIONS	4
ADVERTISEMENTS	6
TELEPHONE	91
ARTICLES, T.V. INTERVIEWS, ETC.	2

7. MARKET & SERVICE CONTACTS (PRESENT CLIENTS)

TYPE OF CONTACT	ARAC TECHNICAL STAFF	ARAC MARKETING STAFF
MAIL	203	49
TELEPHONE	173	16
VISIT	47	7

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RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: THIRD, 1968

8. HARD COPY & MICROFICHE ISSUED BY STAR/IAA CATEGORY

CATEGORY	CATEGORY TITLE	HC	MF	TOTALS
01	Aerodynamics	39	4	43
02	Aircraft	30	5	35
03	Auxiliary Systems	140	7	147
04	Biosciences	32	1	33
05	Biotechnology	109	8	117
06	Chemistry	101	7	108
07	Communications	69	20	89
08	Computers	150	7	157
09	Electronic Equipment	58	8	66
10	Electronics	40	11	51
11	Facilities, Research and Support	84	9	93
12	Fluid Mechanics	37	5	42
13	Geophysics	51	5	56
14	Instrumentation and Photography	257	7	264
15	Machine Elements and Processes	450	7	457
16	Masers	145	6	151
17	Materials, Metallic	301	10	311
18	Materials, Nonmetallic	147	11	158
19	Mathematics	135	7	142
20	Meteorology	33	3	36
21	Navigation	20	0	20
22	Nuclear Engineering	41	4	45
23	Physics, General	37	1	38
24	Physics, Atomic, Molecular & Nuclear	39	3	42
25	Physics, Plasma	50	1	51
26	Physics, Solid-State	120	9	129
27	Propellants	31	5	36
28	Propulsion Systems	17	5	22
29	Space Radiation	30	1	31
30	Space Sciences	65	2	67
31	Space Vehicles	18	0	18
32	Structural Mechanics	166	7	173
33	Thermodynamics and Combustion	35	3	38
34	General	51	8	59
	TOTALS	3128	197	3325

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RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: THIRD, 1968

9. SUMMARY OF NOTIFICATIONS AND DOCUMENTS DISSEMINATED

TOTAL NOTIFICATIONS ANNOUNCED* (Includes Tech Briefs, Abstracts, & ARAC-written Summaries)	REPORTS DISSEMINATED (Includes H.C. & M.F. Documents, TSP'S, Reprints, & Articles)
167,000	3,325

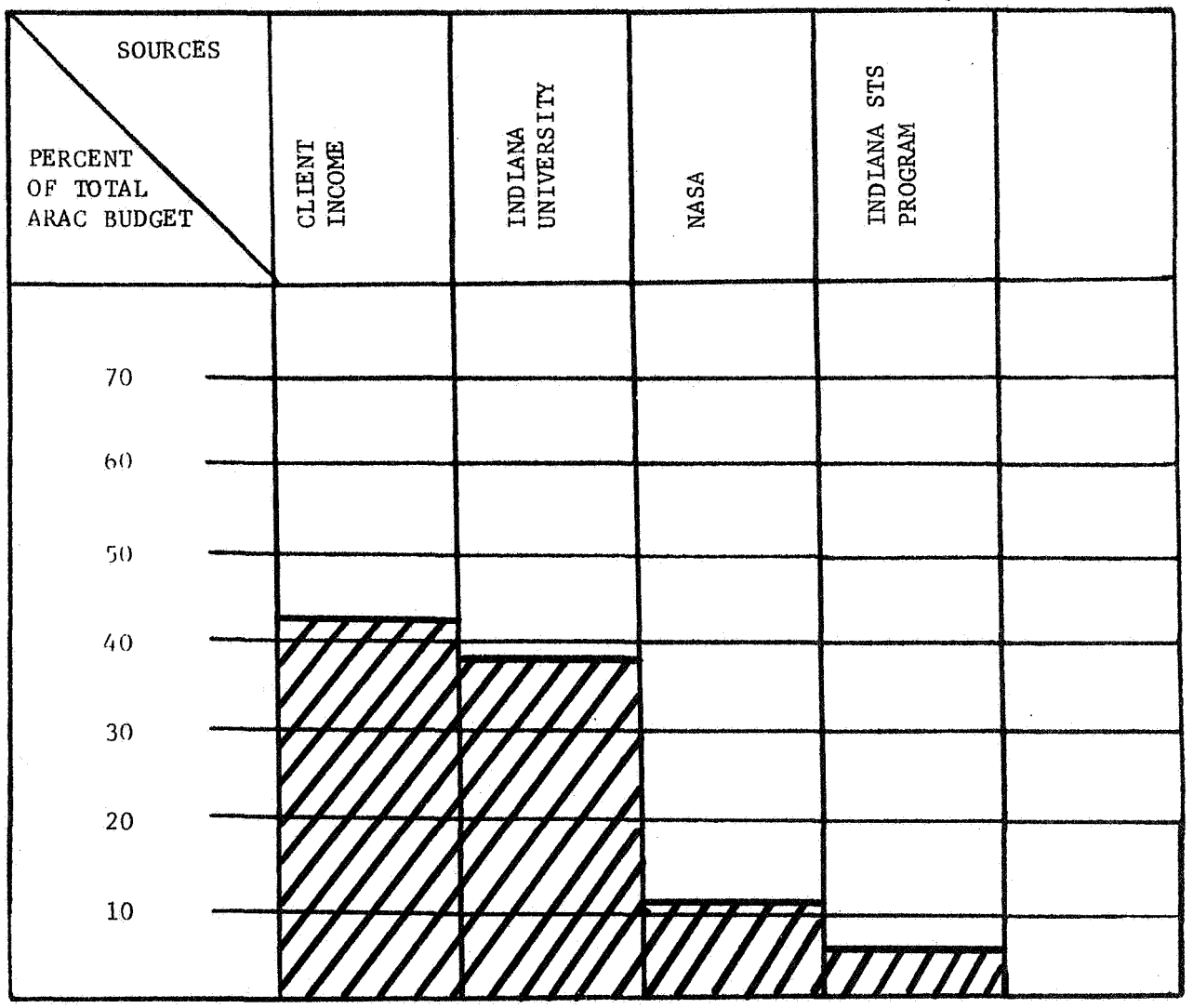
*Rounded off to nearest thousand.

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: FOURTH, 1968

1. ARAC INCOME BY SOURCE



2. ARAC INTERNAL ALLOCATION OF CLIENT INCOME (PERCENTAGES)

COMPUTER OPERATIONS	11	MARKETING	0
ENGINEERING OPERATIONS	74	ADMINISTRATION	7
ACCOUNTING & INVOICING	8	NEW PRODUCT DEVELOPMENT	0

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: FOURTH, 1968

3. MEMBER CLIENTS BY SIC CODE

1311	2
2812	1
2818	1
2819	4
2834	2
2851	0
3069	1
3079	2
3221	3
3291	1
3429	1
3431	1
3442	1
3443	1
3494	1
3499	1
3519	1
3522	0
3531	2
3541	1
3542	1
3548	1
3561	1
3564	1
3573	1
3611	3
3621	2
3622	1
3662	1
3674	2
3679	6
3714	4
3742	1
3821	2
3822	1
3861	3
4811	0
4911	2
4923	1
5092	1
5096	2
7391	1
8911	2
N/A	5
TOTAL	73

4. AD HOC USERS BY SIC CODE

1311	2
2812	
2818	
2819	3
2834	
2851	
3069	2
3079	1
3221	
3291	
3429	
3431	
3442	1
3443	
3494	
3499	1
3519	
3522	
3531	1
3541	1
3542	
3548	
3561	
3564	
3573	
3611	
3621	
3622	
3662	
3674	
3679	23
3714	17
3742	
3821	
3822	
3861	
4811	
4911	
4923	
5092	2
5096	
7391	
8911	
N/A	15
TOTAL	69

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: FOURTH, 1968

5. ARAC CLIENT COMPOSITION--ANNUAL AND AD HOC USERS

SIZE*	NO. COMPANIES
LARGE	56
SMALL	17
TOTAL	73

*Dividing point is 500 employees.

6. ARAC MARKETING APPROACHES (PROSPECTIVE USERS)

TYPE APPROACH	OCCURRENCES
DIRECT MAIL	1263
PERSONAL PRESENTATIONS	21
GROUP PRESENTATIONS	0
PROFESSIONAL MEETING PRESENTATIONS	2
ADVERTISEMENTS	3
TELEPHONE	173
ARTICLES, T.V. INTERVIEWS, ETC.	1

7. MARKET & SERVICE CONTACTS (PRESENT CLIENTS)

TYPE OF CONTACT	ARAC TECHNICAL STAFF	ARAC MARKETING STAFF
MAIL	148	21
TELEPHONE	120	38
VISIT	26	7

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: FOURTH, 1968

8. HARD COPY & MICROFICHE ISSUED BY STAR/IAA CATEGORY

CATEGORY	CATEGORY TITLE	HC	MF	TOTALS
01	Aerodynamics	31	3	34
02	Aircraft	47	4	51
03	Auxiliary Systems	121	2	123
04	Biosciences	36	3	39
05	Biotechnology	101	8	109
06	Chemistry	110	12	122
07	Communications	71	8	79
08	Computers	100	7	107
09	Electronic Equipment	91	8	99
10	Electronics	37	6	43
11	Facilities, Research and Support	72	6	78
12	Fluid Mechanics	36	3	39
13	Geophysics	42	5	47
14	Instrumentation and Photography	247	15	262
15	Machine Elements and Processes	473	26	499
16	Masers	141	5	146
17	Materials, Metallic	289	27	316
18	Materials, Nonmetallic	157	11	168
19	Mathematics	127	5	132
20	Meteorology	24	5	29
21	Navigation	33	4	37
22	Nuclear Engineering	41	2	43
23	Physics, General	39	0	39
24	Physics, Atomic, Molecular & Nuclear	22	11	33
25	Physics, Plasma	42	8	50
26	Physics, Solid-State	121	2	123
27	Propellants	22	7	29
28	Propulsion Systems	24	4	28
29	Space Radiation	24	2	26
30	Space Sciences	61	3	64
31	Space Vehicles	16	1	17
32	Structural Mechanics	139	17	156
33	Thermodynamics and Combustion	30	1	31
34	General	69	5	74
	TOTALS	2996	276	3272

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: FOURTH, 1968

9. SUMMARY OF NOTIFICATIONS AND DOCUMENTS DISSEMINATED

TOTAL NOTIFICATIONS ANNOUNCED* (Includes Tech Briefs, Abstracts, & ARAC-written Summaries)	REPORTS DISSEMINATED (Includes H.C. & M.F. Documents, TSP'S, Reprints, & Articles)
179,000	3,272

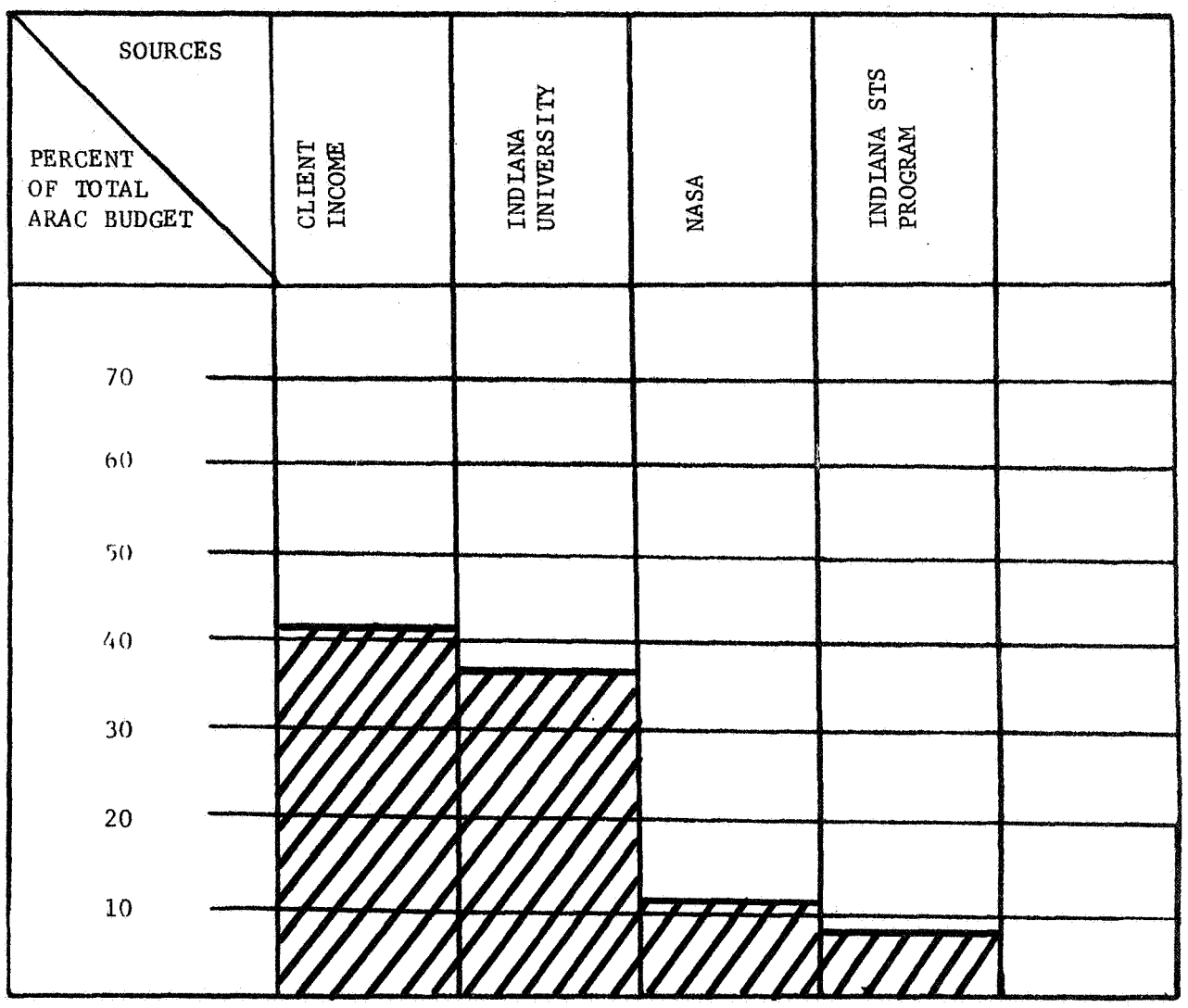
*Rounded off to nearest thousand.

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: FIRST, 1969

1. ARAC INCOME BY SOURCE



2. ARAC INTERNAL ALLOCATION OF CLIENT INCOME (PERCENTAGES)

COMPUTER OPERATIONS	14	MARKETING	0
ENGINEERING OPERATIONS	69	ADMINISTRATION	9
ACCOUNTING & INVOICING	8	NEW PRODUCT DEVELOPMENT	0

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: FIRST, 1969

3. MEMBER CLIENTS BY SIC CODE

1311	3
2812	1
2818	1
2819	6
2834	2
2851	1
3069	2
3079	3
3221	3
3291	1
3429	1
3431	1
3442	1
3443	1
3494	1
3499	1
3519	1
3522	1
3531	2
3541	1
3542	1
3548	1
3561	1
3564	1
3573	1
3611	3
3621	2
3622	1
3662	1
3674	2
3679	6
3714	4
3742	1
3821	2
3822	1
3861	3
4811	1
4911	2
4923	1
5092	3
5096	2
7391	1
8911	2
N/A	6
TOTAL	82

4. AD HOC USERS BY SIC CODE

1311	2
2812	
2818	
2819	3
2834	
2851	
3069	2
3079	
3221	
3291	1
3429	
3431	
3442	1
3443	
3494	
3499	1
3519	
3522	
3531	1
3541	
3542	1
3548	
3561	
3564	
3573	
3611	
3621	1
3622	
3662	
3674	
3679	1
3714	2
3742	
3821	
3822	
3861	1
4811	
4911	
4923	
5092	2
5096	
7391	
8911	
N/A	8
TOTAL	27

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: FIRST, 1969

5. ARAC CLIENT COMPOSITION--ANNUAL AND AD HOC USERS

SIZE*	NO. COMPANIES
LARGE	73
SMALL	19
TOTAL	82

*Dividing point is 500 employees.

6. ARAC MARKETING APPROACHES (PROSPECTIVE USERS)

TYPE APPROACH	OCCURRENCES
DIRECT MAIL	763
PERSONAL PRESENTATIONS	46
GROUP PRESENTATIONS	4
PROFESSIONAL MEETING PRESENTATIONS	1
ADVERTISEMENTS	0
TELEPHONE	277
ARTICLES, T.V. INTERVIEWS, ETC.	2

7. MARKET & SERVICE CONTACTS (PRESENT CLIENTS)

TYPE OF CONTACT	ARAC TECHNICAL STAFF	ARAC MARKETING STAFF
MAIL	119	26
TELEPHONE	163	41
VISIT	30	9

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: FIRST, 1969

8. HARD COPY & MICROFICHE ISSUED BY STAR/IAA CATEGORY

CATEGORY	CATEGORY TITLE	HC	MF	TOTALS
01	Aerodynamics	30	2	32
02	Aircraft	73	2	75
03	Auxiliary Systems	125	6	131
04	Biosciences	50	4	54
05	Biotechnology	79	19	98
06	Chemistry	133	8	141
07	Communications	80	4	84
08	Computers	150	5	155
09	Electronic Equipment	81	3	84
10	Electronics	49	7	56
11	Facilities, Research and Support	80	3	83
12	Fluid Mechanics	54	7	61
13	Geophysics	59	14	73
14	Instrumentation and Photography	236	16	252
15	Machine Elements and Processes	454	13	467
16	Masers	139	11	150
17	Materials, Metallic	365	16	381
18	Materials, Nonmetallic	170	19	189
19	Mathematics	150	4	154
20	Meteorology	27	3	30
21	Navigation	51	2	53
22	Nuclear Engineering	40	5	45
23	Physics, General	45	4	49
24	Physics, Atomic, Molecular & Nuclear	46	2	48
25	Physics, Plasma	19	6	25
26	Physics, Solid-State	131	13	144
27	Propellants	21	6	27
28	Propulsion Systems	33	1	34
29	Space Radiation	16	1	17
30	Space Sciences	40	3	43
31	Space Vehicles	12	3	15
32	Structural Mechanics	124	12	136
33	Thermodynamics and Combustion	48	8	56
34	General	59	11	70
	TOTALS	3269	243	3512

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: FIRST, 1969

9. SUMMARY OF NOTIFICATIONS AND DOCUMENTS DISSEMINATED

TOTAL NOTIFICATIONS ANNOUNCED* (Includes Tech Briefs, Abstracts, & ARAC-written Summaries)	REPORTS DISSEMINATED (Includes H.C. & M.F. Documents, TSP'S, Reprints, & Articles)
191,000	3,512

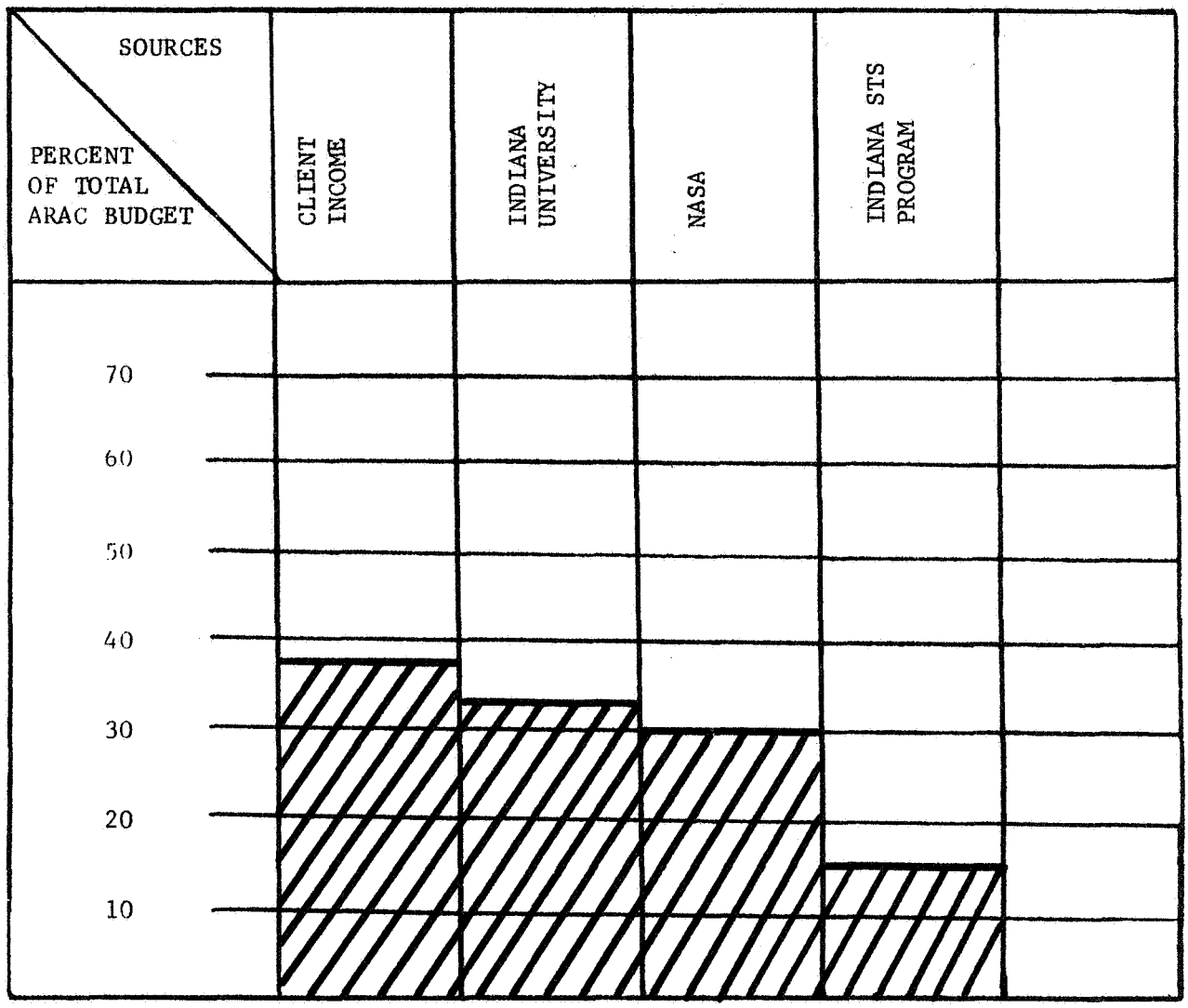
*Rounded off to nearest thousand.

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: SECOND, 1969

1. ARAC INCOME BY SOURCE



2. ARAC INTERNAL ALLOCATION OF CLIENT INCOME (PERCENTAGES)

COMPUTER OPERATIONS	7	MARKETING	0
ENGINEERING OPERATIONS	77	ADMINISTRATION	10
ACCOUNTING & INVOICING	6	NEW PRODUCT DEVELOPMENT	0

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: SECOND, 1969

3. MEMBER CLIENTS BY SIC CODE

1311	4
2812	1
2818	1
2819	8
2834	2
2851	1
3069	2
3079	3
3221	3
3291	1
3429	1
3431	1
3442	1
3443	1
3494	1
3499	1
3519	1
3522	1
3531	3
3541	1
3542	1
3548	1
3561	1
3564	1
3573	1
3611	4
3621	3
3622	2
3662	1
3674	2
3679	7
3714	5
3742	1
3821	2
3822	1
3861	3
4811	1
4911	2
4923	1
5092	3
5096	2
7391	1
8911	2
N/A	8
TOTAL	94

4. AD HOC USERS BY SIC CODE

1311	2
2812	
2818	
2819	3
2834	
2851	
3069	2
3079	
3221	
3291	1
3429	
3431	
3442	1
3443	
3494	
3499	1
3519	
3522	
3531	1
3541	
3542	1
3548	
3561	
3564	
3573	1
3611	
3621	4
3622	
3662	1
3674	
3679	1
3714	2
3742	
3821	
3822	
3861	1
4811	
4911	
4923	
5092	2
5096	
7391	
8911	
N/A	10
TOTAL	34

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: SECOND, 1969

5. ARAC CLIENT COMPOSITION--ANNUAL AND AD HOC USERS

SIZE*	NO. COMPANIES
LARGE	70
SMALL	24
TOTAL	94

*Dividing point is 500 employees.

6. ARAC MARKETING APPROACHES (PROSPECTIVE USERS)

TYPE APPROACH	OCCURRENCES
DIRECT MAIL	1061
PERSONAL PRESENTATIONS	62
GROUP PRESENTATIONS	3
PROFESSIONAL MEETING PRESENTATIONS	0
ADVERTISEMENTS	0
TELEPHONE	207
ARTICLES, T.V. INTERVIEWS, ETC.	12

7. MARKET & SERVICE CONTACTS (PRESENT CLIENTS)

TYPE OF CONTACT	ARAC TECHNICAL STAFF	ARAC MARKETING STAFF
MAIL	103	75
TELEPHONE	203	46
VISIT	77	13

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: SECOND, 1969

8. HARD COPY & MICROFICHE ISSUED BY STAR/IAA CATEGORY

CATEGORY	CATEGORY TITLE	HC	MF	TOTALS
01	Aerodynamics	25	5	30
02	Aircraft	42	6	48
03	Auxiliary Systems	130	6	136
04	Biosciences	21	1	22
05	Biotechnology	97	4	101
06	Chemistry	103	8	111
07	Communications	71	9	80
08	Computers	124	9	133
09	Electronic Equipment	70	2	72
10	Electronics	51	6	57
11	Facilities, Research and Support	66	7	73
12	Fluid Mechanics	33	4	37
13	Geophysics	60	9	69
14	Instrumentation and Photography	221	13	234
15	Machine Elements and Processes	368	22	390
16	Masers	149	6	155
17	Materials, Metallic	260	18	278
18	Materials, Nonmetallic	141	9	150
19	Mathematics	131	8	139
20	Meteorology	51	5	56
21	Navigation	37	5	42
22	Nuclear Engineering	52	4	56
23	Physics, General	33	5	38
24	Physics, Atomic, Molecular & Nuclear	26	1	27
25	Physics, Plasma	35	1	36
26	Physics, Solid-State	143	13	156
27	Propellants	30	1	31
28	Propulsion Systems	27	6	33
29	Space Radiation	10	0	10
30	Space Sciences	40	8	48
31	Space Vehicles	3	0	3
32	Structural Mechanics	119	6	125
33	Thermodynamics and Combustion	30	7	37
34	General	66	7	73
	TOTALS	2865	221	3086

AEROSPACE RESEARCH APPLICATIONS CENTER

RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: SECOND, 1969

9. SUMMARY OF NOTIFICATIONS AND DOCUMENTS DISSEMINATED

TOTAL NOTIFICATIONS ANNOUNCED* (Includes Tech Briefs, Abstracts, & ARAC-written Summaries)	REPORTS DISSEMINATED (Includes H.C. & M.F. Documents, TSP'S, Reprints, & Articles)
187,000	3,086

*Rounded off to nearest thousand.